

ABSTRACT OF THE DISCLOSURE

A method for generating mailers to be delivered to members contained on a contact list comprises the following steps. A contact list and a mailer are first uploaded into a computer system. The contact list contains a listing of a plurality of members. The list is modified with marketing tools. A direct marketing campaign is next executed. The campaign disseminates information contained in the mailer to members listed in the contact list. The list and preferably the mailer are then maintained as stored in the computer system.